



April 28, 2011

ASIAN AMERICAN JUSTICE CENTER: FCC MEETING

PRESENTED BY:

JASON T. LAGRIA

TELECOMMUNICATIONS AND BROADBAND POLICY STAFF ATTORNEY

ASIAN AMERICAN
JUSTICE CENTER



MEMBER OF
ASIAN AMERICAN CENTER
FOR ADVANCING JUSTICE



Background

- Mission: Founded in 1991, the Asian American Justice Center (AAJC) works to advance the human and civil rights of Asian Americans, and build and promote a fair and equitable society for all.
- Community Partners Network – 133 community based organizations in 30 states
- Member of Asian American Center for Advancing Justice:
 - > Asian Pacific American Legal Center – Los Angeles
 - > Asian Law Caucus – San Francisco
 - > Asian American Institute – Chicago
- Long history of working on media diversity



What is the BBOC?

The Broadband Opportunity Coalition is historic alliance of national civil rights organizations that have joined together to expand broadband adoption in underserved communities



National
Urban League



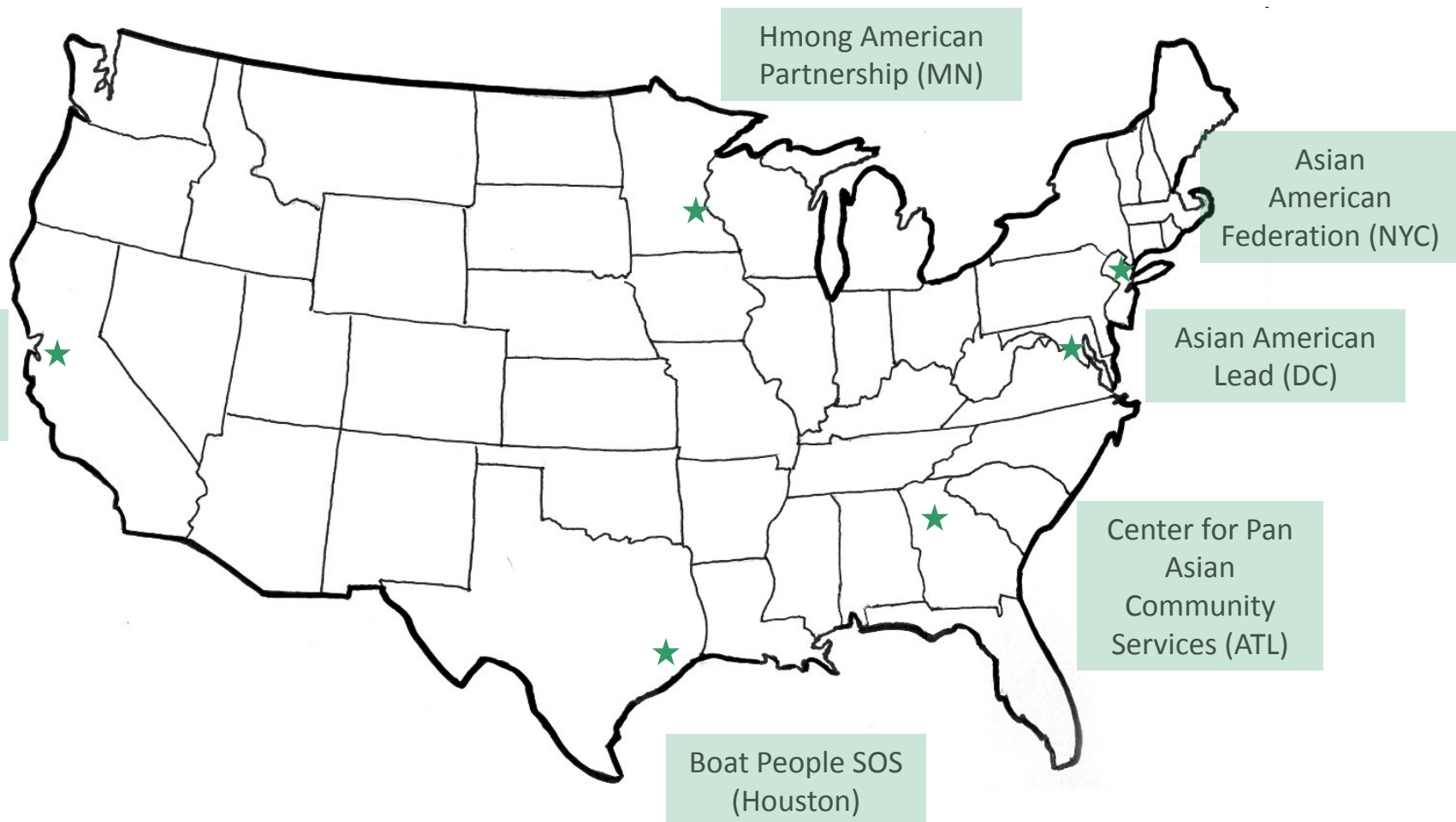
PARTNERS



ASIAN AMERICAN JUSTICE CENTER



Six Community Partners Running Digital Connectors Programs





Successes



- Four programs launched so far
- Sixty students enrolled
- Over 200 hours of classroom time
- Over 1000 digital trainings
- Speakers and field trips

“I have learned how to get along well with different people and leadership skills.”

“I have always been a team player, but this program gave me the opportunity to practice my leadership skills.”

“I’m glad I took this class because I’ve learned to challenge myself and I’ve also gained more knowledge of the media.”

“I learned how to distinguish the types of advertisements and what kind of tools they used.”



Asian American Federation New York City

- Partnered with Greater Chinatown Community Association and operating in downtown New York
- Recently held a workshop on how to open a Gmail account
- Many trainings are in Mandarin





Center for Pan Asian Community Services (CPACS) Atlanta

- Fast growing Asian American population in Atlanta (81% growth)
- CPACS is the first and largest Asian and Pacific Islander health and human service agency in the Southeast region



CPACS students recently trained over 30 individuals about MS Office



Hmong American Partnership (HAP) St. Paul/Minneapolis

- Largest Hmong population after California
- *“In one of the activities for [the Building Character] module, the youths discussed the importance of a person’s character. The discussion was meant to last ten minutes; however, as we continued to talk about the importance of character, the youths began to share their own personal character traits and used those to illustrate how society defines a good or bad person. The concept of character resulted in compelling and in-depth discussion. . . . As a result of this discussion, many expressed that they discovered new personal character traits, achieved a better understanding about how society defines a person’s character, and perhaps more importantly, they learned more about each other’s personal character traits.”*
 - Instructor
- Mentoring with Comcast technology professionals
- Partnered with U. of Minnesota Broadband Access Project to have a computer lab at HAP’s offices



Self Help for the Elderly San Francisco

- Began serving San Francisco's Chinatown in 1966
- “Media Presentation Night”
- Partnered with SF One Stop Career Link to teach basic computer and Internet literacy every Friday
- Partnered with local church for Tax Help Day. Internet safety training also planned.

1 Economy Corporation **Comcast** **ASIAN AMERICAN JUSTICE CENTER** **DigitalConnectors** **45th Anniversary**

BROADBANDUSA
CONNECTING AMERICA'S COMMUNITIES

多媒體作品發佈會

二零一一年二月十一日
下午六時三十分

安老自助處
電腦多媒體資訊中心
積臣街六零一號二樓
加州三藩市郵區九四一三三

請於二零一一年二月二日(星期三)回覆
陳小姐: Cheryl.T@selfhelpelderly.org
或致電四一五-六七七-七六七

Digital Connectors Program
"Media Presentation Night"

Starts at 18:30, Feb 11th, 2011

Self-Help for the Elderly
Technology & Information Empowerment Center
601 Jackson Street, 2nd Floor
San Francisco, CA 94133

RSVP by Wednesday, Feb 2nd, 2011 to
Cheryl Tan: Cheryl.T@selfhelpelderly.org or
(415) 677-7671





Two Programs Start Summer 2011

- Boat People SOS (Houston, TX)
 - > Vietnamese American community based organization to “empower, organize, and equip Vietnamese individuals and communities in their pursuit of liberty and dignity.”
 - > Largest Vietnamese population in Texas and third largest in U.S.
 - > National organization with over 18 U.S. offices
 - > Located in Houston’s Little Saigon

- Asian American LEAD (Washington, DC)
 - > AALEAD’s mission is to promote the well-being of Asian American youth through education, leadership, and community building.
 - > After-school programs, one-on-one mentoring, academic support services, and life-skill development for students.
 - > Programs currently serve over 300 students in the District and Maryland, who represent more than 11 different Asian ethnicities.



National Awareness Campaign

- Participation in Cultural Festivals in 2011
 - > Autumn Moon Festival
 - > Harvest Moon Festival
 - > Hmong New Year
- Participation in National Dialogue
 - > Advancing Justice Conferences
 - > Hmong National Conference
 - > Print and E-Newsletters – including affiliates
- Community Outreach
 - > Awareness briefings around the country through our Community Partners Network
 - > Press outreach
 - > Web and social networking
- Collateral
 - > In-language fact sheets/brochures/community toolkits



National Awareness Campaign Public Service Announcements: Special Challenges

- Lack of Data
- Culturally and Linguistically Relevant Programming
- TV PSAs
 - > Mandarin
 - > Cantonese
 - > Korean
 - > Vietnamese
- Radio PSAs
 - > Vietnamese
 - > Hmong
 - > Lao
 - > Khmer



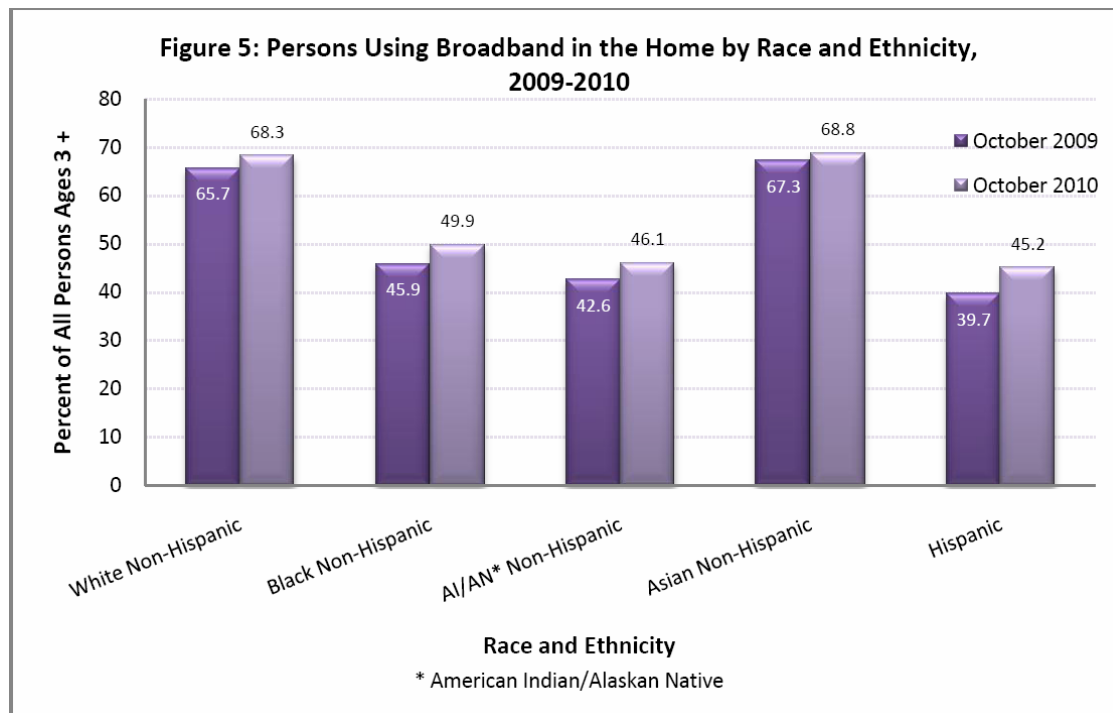
Statistics

- Nearly 15 million Asian Americans (5% of the population)
- 60% foreign born
- 30% Limited English Proficient
- 95% urban or coastal communities
- Current research says very high adoption rates



Challenges

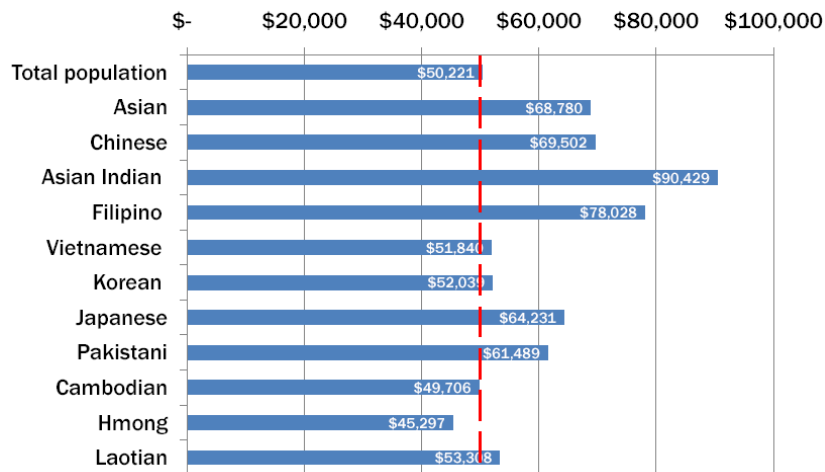
- Data reflects English speakers only and is not disaggregated
- “Asian” combines populations from over 20 different countries who speak dozens of languages and dialects



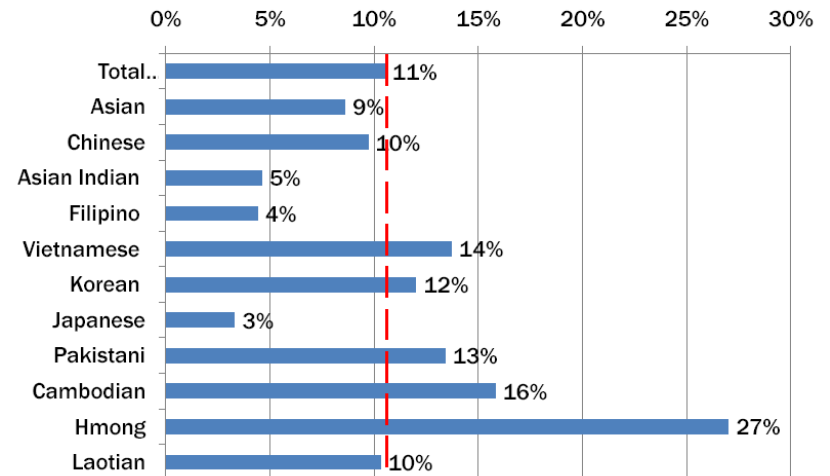


Asian Americans: Model Minority?

Median Household Income



Poverty Level



Education: Less than high school

